

# Torrance Herald

EIGHTH YEAR, NO. 83

TORRANCE, CALIFORNIA, AUGUST 19, 1921

\$1.50 PER YEAR

## TORRANCE FIESTA 4 GREAT DAYS OF FROLIC

Growing into a Great Institution with Wonderfully Varied Program of Entertainment. Exciting Queen Contest and Many Other New and Interesting Features

### Grand Parade Big Feature on Friday

CITY OFFICIALS, QUEEN OF FIESTA, INDUSTRIAL, SCHOOL CHILDREN'S AND MANY OTHER DIVISIONS.

ENTRIES SHOULD BE MADE AT ONCE TO FIESTA HEADQUARTERS IN STEFFEN BLOCK.

The big feature of Friday of Fiesta week is the parade now being arranged by Chairman Chas. Stock. Those intending to take part in the parade are urged to hand in their names and number of entries, stating which division they will be part of, to Fiesta headquarters, Steffen building. The parade will be held Friday afternoon, starting from the corner of Carson and Cabrillo, at 4:30 sharp. Parade will form on Carson street, west of Cabrillo, and after traversing the principal streets will return to Fiesta grounds and disband.

The first division will be made up of city officials, including police and fire departments, trustees and officials.

Second division will be lead by band, followed by Queen's float, on which will be Her Royal Highness maids, girls who contested with her for first honors.

The industrial division will follow, and in order will be the merchants and manufacturers followed by societies, clubs and other organizations.

Another band will lead the next division and behind the music will be the school children's funny division. The entry is open to all children to enter individually or in bodies, in whatever costume desired. Private entries, either decorated or not, will follow the children.

It is the desire of the Fiesta committee to make this parade the best ever offered and the hearty co-operation of every person is necessary. Entries should be made immediately.

### BOOST THE FIESTA—Unparalleled Variety.

Just one thing after another comes announcements from the committee having charge of the 1921 Fiesta. First there was to be two days of entertainment and educational displays. Now there will be something doing every minute of the day and night for four days. One big tent was originally figured large enough to house the exhibits, now three tents 220 horsepower aeroplane as guests test has gone beyond all expectations. The prizes are substantial and the honors offered are worth while. Originally a Torrance celebration, it has easily assumed the proportions of a Gardena valley event. Chambers of Commerce in Redondo, San Pedro, Lomita, Harbor City, Gardena, Moneta, Keystone and possibly Long Beach, as well as other nearby towns will send exhibits. There will be tent shows, rides, bands, street dancing, games, choral singing, high grade vaudeville numbers, and features without number, especially the last two days of the celebration. There will be light and gaiety, music, pleasure and unusual sights for those who participate. Indications promise BIG, the entire valley and her people are invited, come Wednesday, stay until Saturday night, and listen, folks, Saturday night, the closing night, is Masquerade night. That's too good to miss. Turn the old Henry inside out, put on a mask and join the throng. Great? Honest, Li'l Ol' Hen'y from Detroit never had anything on the shake, rattle, roll, that will be Fording around that Fiesta ground closing night. Bring the gang, you come too.

### BOOST THE FIESTA—

Master Forest McKinley was the guest of Mrs. W. F. Bowen in Los Angeles Monday and Tuesday.

Mrs. Walter Bruno of Cota street entertained her mother, Mrs. Langshore, and her uncle, Mr. Drury, of Los Angeles, last Monday.

### GREAT HONORS AND GIFTS FOR QUEEN

Standing of contestants for Queen of Fiesta at 1 o'clock Thursday:

Erma Morford	1243
Doratha Murphy	1051
Mary Roberts	543
Carol Stephenson	501

Nothing is too good for the Queen of the Fiesta, declare members of the celebration committee and with that idea in view they have been busy devising pleasant features for her during the 1921 event. Here's what will fall to her lot, so far:

Be awarded a handsome diamond ring, now on display in window of the "House of Parr values," Steffen building; Ride in the big Liberty motor 220 horsepower aeroplane as guests of the owners, H. V. Kelly and Herman Patterson; Lead the grand march at the Queen's ball, accompanied by His Honor Mayor Proctor, as representative of the city of Torrance; Ride in the place of honor in the Queen's parade, Friday afternoon; Occupy the Queen's Throne on Fiesta grounds through all festivities. Any dispute that may arise within the Zone of Festivities shall be decided by Her Royal Highness and her decision shall be final. If there is any other honor that might be awarded, the committee is open for suggestions.

There is nothing in the rules of the contest to prevent local business men from adding to the gifts to the Queen.

### BOOST THE FIESTA—

### Fly With War Aces at Fiesta Flying Field

Comes now Roy H. Flood with the announcement that he has contracted with H. V. Kelly and Herman Patterson to bring to the Torrance Fiesta the biggest and best passenger carrying aeroplane that ever visited this section of the country. The plane will start flying and carrying passengers on Wednesday, August 24th. The landing field will be located two blocks east of Cabrillo, on Carson avenue, directly south of the Union Tool company.

The Kelly-Patterson machine is a six cylinder Liberty motor, 220 horsepower, carrying two passengers, sitting side by side.

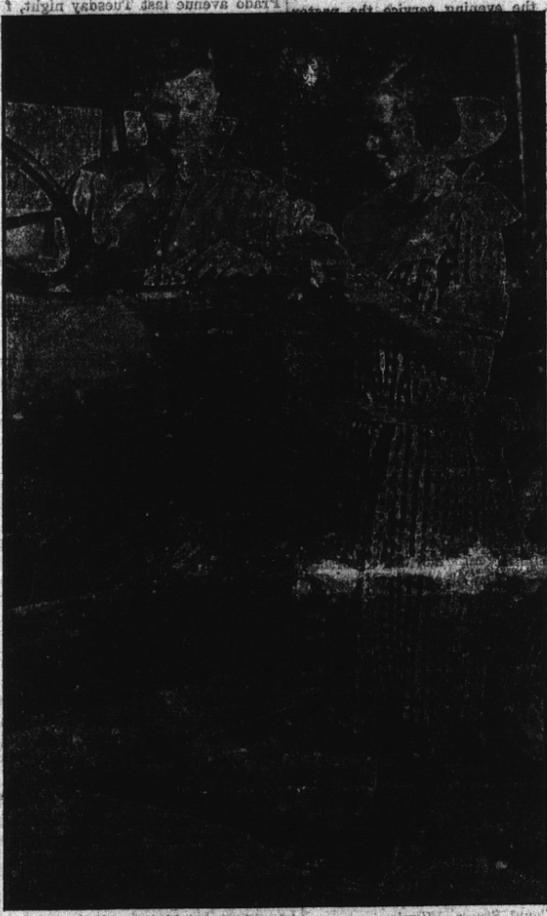
The boys had a world of experience during the world war and were accounted Aces among the air prowlers at that time. Since the close of the war the flyers have been operating commercial aeroplanes and come highly recommended. During the flights the pilots will distribute advertising matter concerning the Torrance Fiesta. In that manner a world of free advertising will be scattered throughout the territory. Another nice act of the boys is their offer to give a free ride to the two girls topping the queen contest, at the final count—Let's ride.

### BOOST THE FIESTA—

### TORRANCE WINS TWO GAMES

A very good game was played Saturday between the Union Tool and Los Angeles colored police. The score was 16-11. Sunday the two teams that played were Torrance Merchants vs. United Terminals. Score 10-2 in favor of the Merchants. The game played Saturday was won by Union Tool. Torrance can feel proud of her baseball sons for the record which they made in Saturday's and Sunday's games.

Mr. and Mrs. J. V. Murray and son Louis, Mrs. Jesse and Anthony Jessome and Mr. Charles Buffing drove to Riverside and San Bernardino Sunday, dining at the Mission Inn, Riverside. While in San Bernardino they called on Mrs. Murray's and Mrs. Jessome's uncle, Sheriff Shay of San Bernardino county.



Miss Erma Morford, Union Tool girl, candidate for the Queen, hustling votes from President Malone of the Torrance Chamber of Commerce.

### BOARD OF TRUSTEES Instructive Session of Women's Club

The Board of Trustees met in regular session Tuesday evening. The gala evening in celebration of the opening of the new Burkhardt building stores and the lively music of the street dances hastened the meeting to an early conclusion.

Communications  
The City Clerk had written the County Auditor for information as to the assessed value of the city of Torrance and had been informed that it was \$3,270,985, but the acreage was given as 1170 acres, while the actual acreage is over 3000. The City Clerk will investigate this matter further.

The City Clerk read a county ordinance passed by the Board of Supervisors recently, affecting portions outside the limits of incorporated cities. This was passed as a result of the hog feeding controversy over disposal of Los Angeles city garbage to certain hog farms.

Referred to sewer committee.

Oral Communications

On behalf of the Fiesta committee Mr. Fess asked for permission to use streets and grounds selected by the committee and that matter of outside concessions be referred to men in charge of concessions. This was to prevent concessions being scattered all over the city and from which the Fiesta committee would derive no benefit.

Upon motion of Mr. Stone the request was granted and the City Clerk will refer all applicants for concessions to the Fiesta committee.

Marshal's Report

The City Marshal stated the merchants had been asked to place their boxes of rubbish on the walks. The street sweeper would gather same, thus avoiding fires in the back yards.

The Mexicans arrested had been turned loose by Juvenile court authorities.

Streets about new Burkhardt building were being cleaned up.

He asked for authority to deputize four men from fire department for Fiesta duty.

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## 5,000 BARREL WELL STRUCK

PROVES HERALD'S OFT-REPEATED CLAIM THAT VALLEY IS UNDERLAID WITH OIL AND FACTORIES MAY YET BE PUMPING OIL FROM THEIR OWN BACK YARDS.

THE TORRANCE OIL FIELD IS NO LONGER A WILDCAT PROPOSITION. IT IS PROVEN TERRITORY. AT 12.45 THIS AFTERNOON THE WELL, KNOWN IN THIS CITY AS THE SANTA FE WELL, CAME IN, AND IT IS ESTIMATED, WILL HAVE A CAPACITY OF 3,000 TO 5,000 BARRELS PER DAY.

When oil spurted from the well which the Chanslor-Canfield Midway Oil Corporation has been drilling on the old Del Amo ranch on the Torrance-Redondo boulevard two miles from town, there was much excitement on the streets and rumors and conjectures of all kinds were current. But even the wildest seem not to have exaggerated the truth, according to estimates of oil experts.

Oil men from many sections hurried to the well as soon as the rumor spread that oil had been found. It was reported that E. P. Ripley, Jr., of the Santa Fe Railroad, of which the oil corporation is said to be a subsidiary, as soon as he was informed of the strike, jumped into a machine and "burned up the road" to Torrance and the oil well.

MR. SHIRLEY OF THE FULLERTON OIL CO. FROM INDICATIONS, ESTIMATED THE WELL WOULD HAVE A CAPACITY OF 5,000 BARRELS.

The drillers struck the oil sand about two weeks ago and they immediately ceased operations to cement the well. They were working on the well, bailing off the water, when the oil came to the surface and rose a few feet above the floor of the derrick, too much of the water, etc., having been removed. The well was at once capped until the drillers resume operations. It will probably be necessary to drill deeper, and a new casing must be put in before the well is ready for steady business.

The corporation began drilling last March. When the oil sand was struck about two weeks ago, the corporation leased a vast tract of 1021 acres of land in the neighborhood of the well from the Dominguez Land Corporation for a period of twenty years.

This great principality comprises all that area west or westerly of Cedar avenue on a line running south to Carson avenue, then to Plaza del Amo, southeast on Plaza del Amo to Arlington avenue, and south on Arlington avenue to Long Beach and Redondo road, with the exception of tracts that have been previously sold in Tracts 3757, 1952, 2761, 4070 and 2675, the westerly line being the western line of the Dominguez Land Corporation property line.

The terms of the lease provide that the drilling of the first well must commence within sixty days, with liberal provisions in favor of the lessor as to bonus, royalty, number of wells, etc.

### P. T. A. RAISING FUNDS FOR MOVING PICTURE MACHINE FOR EDUCATIONAL PICTURES

"Do your shopping early"—buy your Christmas Gifts at the Parent-Teachers' Association booth at the coming Fiesta. Many beautiful fancy articles have already been donated, and many more promised. All articles will be priced far below what they could be obtained for during the Christmas season.

The committee in charge of the P. T. A. booth at the Fiesta wish to announce that all donations should be left at the home of Mrs. F. H. Clark, 1731 Andreo street not later than Aug. 23d. Anyone the solicitors were unable to find at home, who wish to donate something, may send their articles to the above address.

Owing to some remarks relative to the use of the money being raised by the P. T. A. at the Fiesta, it seems